

Schapiro Exhibit 8

From: "Toffler, Van" <Van.Toffler@mtvstaff.com>
Date: Sat, 7 Oct 2006 15:32:57 -0400
To: "Cahan, Adam" <Adam.Cahan@mtvn.com>, "McGrath, Judy" <Judy.McGrath@mtvstaff.com>
Subject: Re: Youtube and google

How can we be a spoiler?

-----Original Message-----

From: Cahan, Adam
To: Toffler, Van; McGrath, Judy
Sent: Sat Oct 07 15:13:15 2006
Subject: Re: Youtube and google

He's doing it. We need to play the spoiler now and see if we can extract value here.

-----Original Message-----

From: Toffler, Van
To: Cahan, Adam; McGrath, Judy
Sent: Sat Oct 07 15:01:44 2006
Subject: Re: Youtube and google

He fuckin better-that's an epic transaction that could harsh our collective buzz

-----Original Message-----

From: Cahan, Adam
To: Toffler, Van; McGrath, Judy
Sent: Sat Oct 07 14:51:38 2006
Subject: Re: Youtube and google

Michael's going to call eric today.

-----Original Message-----

From: Cahan, Adam
To: Toffler, Van; McGrath, Judy
Sent: Sat Oct 07 14:44:28 2006
Subject: Re: Youtube and google

I would characterize it as early discussions - we've met to see where we can take a commerical relationship. if there is a business model that would work. Nothing committed to but wanted to understand how they would want to work together.

The youtube proposal comes down to a 70/30 for us and we sell the ads, they are looking for some way to set a minimum on that 30 which we have continued to say no to. In addition they will provide us with a tool to "claim" user generated content with the right to take it down or have it be a part of the overall monetization. Their hope is that the ugc component will grow the pie for us. They have also proposed branded channel pages, and promotion that will go with the deal.

Frankly if their name was yahoo we likely would have taken it but on the ad sales side there is concern about the ability to achieve a high cpm on their site. Also the deal is an easier fit where we own the majority of the content eg comedy central v. Mtv.

My perspective would be that if youtube/google does happen we need to act very quickly to say "now that there is money involved we are taking down content and demanding a payment". Need to have a bit of a strong arm approach to the negotiations and push for significantly better terms while we have them worried.

-----Original Message-----

From: Toffler, Van
To: Cahan, Adam; McGrath, Judy
Sent: Sat Oct 07 14:31:54 2006
Subject: Re: Youtube and google

Sorry, what relationship are we working with you tube?

-----Original Message-----

From: Cahan, Adam
To: McGrath, Judy; Toffler, Van
Sent: Sat Oct 07 14:23:11 2006
Subject: Youtube and google

May have spoken too soon. Apparently the ad deal broke down late last night and potential acquisition is back on the table.

You never know with google because larry page really makes the final call. So can go either way.

If this does go through, we may need to revisit the wiki in light of the broader commercial relationship that we have been working on with youtube.

Let's see where things end up but we'll need to move very quickly if the acquisition happens.